

Fulcrum Sales & Marketing

ABRE.IO EDTECH CASE



For more than 5 years Fulcrum has worked side-by-side and on the front line of growth with our customer partners helping them find, strategize, execute, and build upon new avenues of growth.

Reece Theriot, MBA
FULCRUM

SOLUTIONS

[Abre.io](#) retained Fulcrum in December of 2021 to help co-create and execute an outreach strategy, from the ground up. Abre has historically faced a challenge with positioning itself in the EdTech marketplace.

Over the initial six months of outreach, Fulcrum was able to research, enrich, and clean over 2,500 contacts that match directly with Abre's ICP. Over 9,000 outreach activities have been conducted.

OBJECTIVES

To co-create and execute a proactive lead generation strategy that secured Insights, MQLs and SQL

AT A GLANCE

Targets

- Supers
- Curriculum Leaders
- Directors

Results

40 MQLs
20 SQLs
4 Net New Customers

